



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 09-10-2012 PAGE: 1 of 3

SRCP MEDIA - 22066
ATTN: BETSY VONDERHEID
201 NORTH UNION STREET
SUITE 200
ALEXANDRIA VA 22314

Contract No 398010	Contract Dt 09-07-2012	Revision Dt	Rev# 0	Advertiser SMITH FOR SENATE, TOM	Brand TOM SMITH FOR SENATE	Product Code POLITICALS								Station/Market WPVI - PHILADELPHIA						
Agency Est# 11 37 259			CMS # 242997	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 09-12-2012	End Date 09-17-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 242997					
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: C : 11 P : 37 E : 259																	
1	09-12-2012	09-14-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)				8	30			X	X	X			3	700	3	2,100.00
2	09-17-2012	09-17-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)				8	30	X							1	700	1	700.00
3	09-12-2012	09-14-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)				9	30			X	X	X			3	900	3	2,700.00
4	09-17-2012	09-17-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)				9	30	X							1	1,100	1	1,100.00
5	09-12-2012	09-14-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)				9	30			X	X	X			6	800	6	4,800.00
6	09-17-2012	09-17-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)				9	30	X							2	1,200	2	2,400.00
7	09-15-2012	09-16-2012	08:00AM - 09:00AM	WEEKEND SA-SU GMA (6911)				8	30						X	X	2	800	2	1,600.00
8	09-15-2012	09-15-2012	06:00AM - 08:00AM	WEEKEND NEWS 6-8A SA (6997)				8	30						X		2	600	2	1,200.00
9	09-16-2012	09-16-2012	06:00AM - 07:00AM	WEEKEND NWS 6-7A SU (7055)				8	30							X	1	550	1	550.00
10	09-16-2012	09-16-2012	07:00AM - 08:00AM	WEEKEND NWS 7-8A SU (7056)				8	30							X	1	550	1	550.00
11	09-15-2012	09-15-2012	09:00AM - 10:00AM	WEEKEND NWS 9-10A SA (10928)				8	30						X		1	800	1	800.00
12	09-16-2012	09-16-2012	09:00AM - 10:00AM	WEEKEND NWS 9-1030A SU (7057)				8	30							X	1	650	1	650.00
13	09-16-2012	09-16-2012	10:00AM - 10:30AM	WEEKEND NWS 1130A-12P SU INSIDE STORY (7				8	30							X	1	500	1	500.00
14	09-16-2012	09-16-2012	12:00PM - 01:00PM	WEEKEND NWS 12-1P SU (7060)				8	30							X	1	500	1	500.00
15	09-12-2012	09-14-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)				9	30			X	X	X			3	600	3	1,800.00

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Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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Agency Est# 11 37 259				CMS # 242997		Sales Office PHILADELPHIA		Account Executive A. CLIFFORD		Start Date 09-12-2012		End Date 09-17-2012		Billing M (Broadcast Month, Cycle 1)				Package N		Contract Title 242997				
Line	Start Date		End Date		Time Period		Description					RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
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16	09-17-2012		09-17-2012		09:00AM - 10:00AM		DAYTIME 9-10A WEEKKDAY (6912)					9	30	X							1	600	1	600.00
17	09-12-2012		09-14-2012		10:00AM - 11:00AM		DAYTIME 10-11A WEEKDAY (6913)					9	30			X	X	X			3	500	3	1,500.00
18	09-17-2012		09-17-2012		10:00AM - 11:00AM		DAYTIME 10-11A WEEKDAY (6913)					9	30	X							1	500	1	500.00
19	09-12-2012		09-14-2012		11:00AM - 12:00PM		DAYTIME 11A-12P MO-FR (6914)					9	30			X	X	X			3	825	3	2,475.00
20	09-17-2012		09-17-2012		11:00AM - 12:00PM		DAYTIME 11A-12P MO-FR (6914)					9	30	X							1	1,000	1	1,000.00
21	09-12-2012		09-14-2012		12:00PM - 12:30PM		DAYTIME NOON NEWS WEEKDAY (6950)					9	30			X	X	X			3	700	3	2,100.00
22	09-17-2012		09-17-2012		12:00PM - 12:30PM		DAYTIME NOON NEWS WEEKDAY (6950)					9	30	X							1	900	1	900.00
23	09-12-2012		09-14-2012		12:30PM - 01:00PM		DAYTIME 1230-1P WEEKDAY (6951)					8	30			X	X	X			4	1,000	4	4,000.00
24	09-17-2012		09-17-2012		12:30PM - 01:00PM		DAYTIME 1230-1P WEEKDAY (6951)					9	30	X							1	600	1	600.00
25	09-12-2012		09-14-2012		04:00PM - 05:00PM		EARLY NEWS 4P MO-FR (7239)					8	30			X	X	X			3	1,000	3	3,000.00
26	09-17-2012		09-17-2012		04:00PM - 05:00PM		EARLY NEWS 4P MO-FR (7239)					8	30	X							1	1,000	1	1,000.00
27	09-12-2012		09-14-2012		05:00PM - 06:00PM		EARLY NEWS 5P MO-FR (6988)					9	30			X	X	X			6	1,200	6	7,200.00
28	09-17-2012		09-17-2012		05:00PM - 06:00PM		EARLY NEWS 5P MO-FR (6988)					9	30	X							2	1,200	2	2,400.00
29	09-12-2012		09-14-2012		06:00PM - 06:30PM		EARLY NEWS 6P MO-FR (6989)					9	30			X	X	X			3	1,600	3	4,800.00
30	09-17-2012		09-17-2012		06:00PM - 06:30PM		EARLY NEWS 6P MO-FR (6989)					9	30	X							1	2,500	1	2,500.00

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31	09-15-2012	09-16-2012	06:00PM - 07:30PM	WEEKEND NEWS SA-SU 6-730P (6990)			8	30						X	X	2	1,200	2	2,400.00
32	09-12-2012	09-14-2012	07:00PM - 08:00PM	ACCESS WEEKDAY (6991)			8	30			X		X			4	2,700	4	10,800.00
33	09-17-2012	09-17-2012	07:00PM - 08:00PM	ACCESS WEEKDAY (6991)			9	30	X							2	1,400	2	2,800.00
34	09-12-2012	09-16-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)			9	30			X	X	X	X	X	5	1,800	5	9,000.00
35	09-17-2012	09-17-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)			9	30	X							1	2,500	1	2,500.00
36	09-12-2012	09-14-2012	11:35PM - 12:02AM	LF NIGHTLINE (6970)			8	30			X	X	X			3	1,100	3	3,300.00
37	09-17-2012	09-17-2012	11:35PM - 12:02AM	LF NIGHTLINE (6970)			8	30	X							1	1,100	1	1,100.00
38	09-12-2012	09-14-2012	03:00PM - 04:00PM	DAYTIME 3-4P MO-FR (7997)			9	30			X	X	X			6	600	6	3,600.00
39	09-17-2012	09-17-2012	03:00PM - 04:00PM	DAYTIME 3-4P MO-FR (7997)			9	30	X							1	600	1	600.00
40	09-12-2012	09-13-2012	04:30AM - 04:59AM	MORNING NEWS 430-5AM MO-TH (7585)			8	30			X	X				1	125	1	125.00
																Contracted Gross Total:		89	92,750.00
																Actual Gross Total:		89	92,750.00
																Agency Commission:			13,912.50
																Net Total:			78,837.50
Month/YR		Preempted		Made Good		Contract Total		Adjustments								Actual Total			
Sep 12		0.00		0.00		92,750.00		0.00								92,750.00			
TOTAL		0.00		0.00		92,750.00		0.00								92,750.00			

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